



DEPARTMENT OF THE NAVY
NAVAL AIR SYSTEMS COMMAND
NAVAL AIR SYSTEMS COMMAND HEADQUARTERS
WASHINGTON, DC 20361 -0001

IN REPLY REFER TO

NAVAIRINST 5720.8
AIR-07D
16 Sep 88

NAVAIR INSTRUCTION 5720.8

From Commander, Naval Air Systems Command

Subj: PUBLIC AFFAIRS GUIDANCE

Ref: (a) SECNAVINST 5720.44

1. Purpose To publish Naval Air Systems Command (NAVAIR) policy and objectives concerning public affairs and the release of newsworthy information to news media.

2. Objectives

a. The operations of NAVAIR affect every person in the Navy. It is essential that information concerning many of these operations and new programs or projects be widely disseminated and properly understood. A primary objective of NAVAIR public affairs effort is to keep all Navy personnel, military and civilian, informed of actions that may affect their lives and careers.

b. A second objective of equal importance is to keep the general public informed. Often, the actions of the NAVAIR can affect portions of the general population in such areas as employment, scientific research, technological advances and the fulfilling of national seapower objectives. In order to maintain a credible and responsive position, NAVAIR reaction to requests from the news media must be prompt, forthright and factual.

3. Policy

a. The Congressional and Public Affairs Office (AIR-07D) has overall responsibility for coordination, as appropriate, of media interviews and public statements on NAVAIR related matters intended for release to the media. In order to function effectively, AIR-07D must be cognizant of those daily NAVAIR events and actions whose significance might extend into the area of media interest. AIR-07D must be privy to developing or potential problem areas, and proposed management actions that are likely to result in external news inquiries. The public reputation of NAVAIR often depends on our honesty, promptness, and candor in replying to critical inquiries.

b. Inquiries from the Assistant Secretary of Defense (Public Affairs) (ASD/PA), the Chief of Information (CHINFO), or any news media or agency will be answered accurately, completely, and promptly, with due regard for security, privacy, and freedom of information requirements. Unless otherwise noted, inquiries should be treated as URGENT and, whenever feasible, a written response prepared within 48 hours.

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4. Action

a. Naval Air Systems Command Headquarters (NAVAIRHQ) groups and offices will

(1) ensure that all newsworthy matters under their cognizance that might result in critical appraisal of NAVAIR policies or programs by the public are expeditiously brought to the attention of AIR-07D;

(2) ensure that requests for interviews and information received from members of the news media are referred to AIR-07D, who will coordinate the request with the cognizant office(s);

(3) advise AIR-07D of new programs or efforts within their jurisdiction of a positive or newsworthy nature for possible use by Navy or the news media; and

(4) inform AIR-07D of public appearances by senior staff personnel so that appropriate public affairs guidance can be provided.

b. NAVAIR field activities will

(1) ensure compliance with the policies and procedures contained in reference (a) and this instruction;

(2) ensure that all information intended for public release that is likely to place the Navy in an unfavorable light or is being released in anticipation of potentially adverse media coverage is forwarded to NAVAIRHQ, (AIR-07D) for Commander, Naval Air Systems Command (COMNAVAIR) concurrence. This requirement applies to proposed CHINFO and/or ASD/PA news releases, memoranda for correspondents, and responses to anticipated queries. News releases to Navy audiences of a noncontroversial nature do not require COMNAVAIR concurrence; however, information copies are required;

(3) notify NAVAIRHQ (AIR-07D) of media interviews with senior officials under their cognizance. Notification should include time, date, subjects to be covered, and person to be interviewed. Upon completion of the interview, a brief after-action summary should be provided expeditiously;

(4) ensure close liaison between the activity and the Navy Internal Relations Activity (NIRA) in order to keep internal Navy audiences informed of NAVAIR-related events which may affect them. NAVAIRHQ (AIR-07D) will assist, as appropriate, in coordinating internal information between field activities and NIRA;

(5) ensure that all newsworthy matters under their cognizance which might result in critical appraisal of NAVAIR policies or programs by the public are expeditiously brought to the attention of NAVAIRHQ (AIR-07D); and

(6) implement the policies and objectives outlined in this instruction in command directives. Within 30 days of receipt of this instruction provide NAVAIRHQ (AIR-07D) with copies of implementing instructions.



J. R. WILKINSON

Distribution: FKA1A (established quantity); others 2 copies
SNDL: FKA1A (Deputy Commander, NAVAIR Acquisition Executive and Deputy Commander for Operations, Assistant Commanders, Comptroller, Command Special Assistants, Program Directors, Designated Program Managers, Directorate Directors, and Office and Division Directors); FKR

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